

State-certified export course offers international trade skills to businesses and professionals

Business owners, managers and employees, and career professionals can learn about the export process and how to overcome common mistakes made by exporters at two international trade seminars in November.

The “Washington State Export Certification Course,” certified by the Washington State Department of Commerce, will take place Nov. 18-19. “Exporting Under NAFTA” will take place Nov. 20. Both courses will be at Highline Community College in Des Moines, WA.

Export course attendees will learn:

- Details of the export process
- How exports can strategically benefit their company
- How to identify best export market opportunities
- How to develop and implement an export marketing and sales strategy

NAFTA seminar attendees will learn:

- How to determine if their products qualify for NAFTA duty-free tariff treatment
- How to accurately complete the NAFTA Certificate of Origin
- The most common mistakes made by U.S. exporters in completing their NAFTA documents

“Participants of the course and seminar not only gain knowledge in exporting and NAFTA rules, they also gain the support of the Department of Commerce international trade program,” said Mark Calhoon, managing director of Commerce’s International Trade Office.

Participants who successfully complete the two-day export course qualify for free, individual counseling with Department of Commerce international business development advisors. They also receive free-of-charge access to Department of Commerce assistance in more than 30 countries worldwide.

The export course and NAFTA seminar are taught by James Foley, director of the North American Small Business International Trade Educators (NASBITE) Certified Global Business Professional (CGBP) Credential, and the International Trade and NAFTA Opportunity Centers at Bradley University (Peoria, Ill.). Foley has more than 21 years experience in international marketing and sales and corporate management, including seven years working in Europe. He is author of the course textbook, *“The Global Entrepreneur-Taking Your Business Global.”*

The “Washington State Export Certification Course” follows the outline recommended by NASBITE, the international association for the global business community. For participants interested in gaining professional accreditation, NASBITE offers the Certified Global Business Professional exam twice a year. The next exam will be in Seattle Feb. 21, 2010.

Nearly 200 attendees have completed the “Washington State Export Certification Course” since it was first offered in 2004. Organized by the Washington State Department of Commerce, the course is sponsored by Washington State Network of Small Business Development Centers, Sterling Savings Bank, Washington State Department of Agriculture and the law firm of Garvey Schubert Barer.

The cost for the export course is \$295, and the cost for the NAFTA seminar is \$150. Registration for both courses is \$345. An early-bird discount of \$50 is available prior to Nov. 1. After Nov. 1, companies with two or more registrants can receive a \$50 discount for each participant.

To register, visit www.waexportcourse.eventbrite.com. For more information, contact George Sharp at 360.725.4174 or george.sharp@commerce.wa.gov.

Media interested in interviewing James Foley can contact Nisha Wade at 360.725.4039.

Washington is the 4th largest exporter in the U.S. by total value, with exports growing to \$66.8 billion in 2008. To see the complete World Institute for Strategic and Economic Research (WISER) report on 2008 exports, visit www.commerce.wa.gov/site/122/default.aspx.

For more information on the Department of Commerce, visit www.commerce.wa.gov.